



Social Media Report

March 2023

Social Media - Key Findings



Facebook

This month our Facebook followers increased by 2 to 402 followers. Total post impressions and total engagement numbers have remained steady. Our most popular posts were about recognizing Rosemary for International Women's Day, and the benefits of rubber and how they're recycled into new things.



Instagram

This month our Instagram followers increased by 12 to 549 followers. Accounts reached and Impressions have remained steady compared to last month. Our most popular posts were about the latest playground project, accessibility of rubber playground surfaces, and recognition for Rosemary.



LinkedIn

This month 7 updates were shared, and followers increased significantly by 27 to 251 followers. Total post impressions also increased significantly, with the most popular posts on IWD, events, and repurposed tires spotted in Costa Rica.



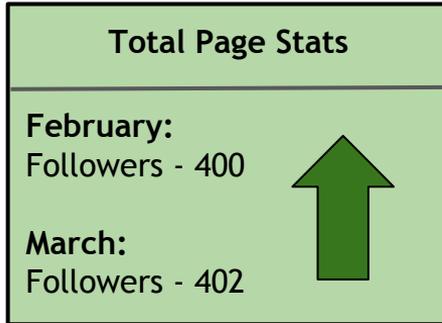
Twitter

Total followers increased by 7 to 488 followers. Profile visits increased greatly to 197, and total impressions increased greatly to 1,723. The most popular post was about driving in icy conditions, reshared via Canada Drives, earning 527 impressions.



Facebook Insights

March 5 - April 3, 2023



Total Page Followers (March): **402**

New Page Followers: **2**

Posts (March): **13**

Reactions: **69 (+)**

Link Clicks: **10**

Total Reach: **439**

Total Post Engagements: **118**

Facebook Insights



Top 3 Facebook Posts - March 2023

March 8 - International Women's Day (Rosemary)

(Post Impressions: 135, Engagements: 32)

March 10 - Recycled rubber for playgrounds benefits

(Post Impressions: 118, Engagements: 14)

March 20 - Rubber for animal surfaces (partner recognition)

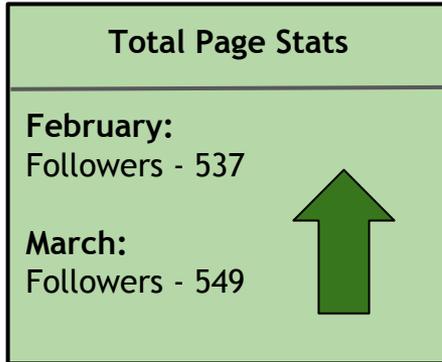
(Post Impressions: 71, Engagements: 10)



Instagram Insights



March 4 - April 2, 2023



Total Followers (February): **549**

New Followers: **12 (+)**

Posts (March): **7**

Stories (March): **6**

Accounts Reached: **306**

Accounts Engaged: **60 (+)**

Instagram Insights



Top 3 Instagram Content - March 2023

March 28 - Point Grey playground project

(Post Reach: 73, Engagements: 15)

March 10 - Accessibility of rubber playground surface

(Post Reach: 72, Engagements: 11)

March 8 - International Women's Day (Rosemary)

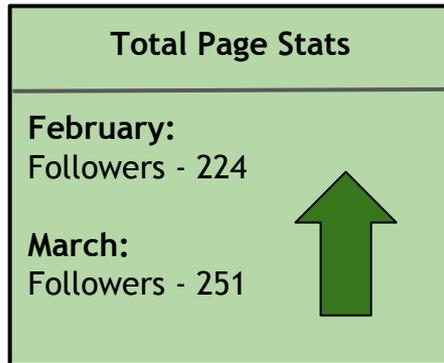
(Post Reach: 71, Engagements: 15)



LinkedIn Insights



March 4 - April 2, 2023



Total Followers (March): **251**

New Followers: **27 (+)**

Posts (March): **7**

Search Appearances: **37**

Unique Visitors: **18 (+)**

Post Impressions: **2,350 (+)**

LinkedIn Insights



Top 3 LinkedIn Posts - March 2023

March 8 - International Women's Day

(Impressions: 215, Engagement Rate: 15.35%)

March 9 - Thank you - End-of-Life Tires Event

(Impressions: 119, Engagement Rate: 5.04%)

March 27 - Tires spotted in Costa Rica

(Impressions: 101, Engagement Rate: 1.98%)



Twitter Insights



March 5 - April 3, 2023

Total Page Stats	
February: Followers: 481	
March: Followers: 488	

Total Followers (March): **488**

New Followers: **7 (+)**

Tweets (March): **13**

Total Tweet Impressions: **1,723 (+)**

Profile Visits: **197 (+)**

Twitter Insights



Top Tweets - March 2023

Top Tweet: Canada Drives snow driving tips

(Impressions: 527, Engagements: 20)

Top Mention: Fraser River Finds

(Earned 7 engagements)

Top Media Tweet: Disposal of mining tires

(Earned 402 impressions)

Tire Stewardship BC @TiresBC

Do you know how to control a skid when driving on icy/snowy roads? 🚗❄️

This article by @CanadaDrives offers some great tips (including step-by-step infographics):

<https://www.canadadrives.ca/blog/driving-tips/driving-tips-for-winter-in-canada> ... Stay safe #BC, it's slippery out there!
#DrivingTips #TiresBC

Key Learnings - March 2023



Facebook:

- Our top performing posts this month shared appreciation for Rosemary on IWD, the benefits of using recycled rubber on playground surfaces, and how rubber is used for animal mats, recognizing the work of our partners.
- Our highest number of reactions were on these posts, showing that our followers like to engage with what's happening behind the scenes and the benefits of what we do.

Instagram:

- Our top performing posts focused on our latest grant program project, and the benefits of using recycled rubber to create new products.
- Community involvement continues to be of interest to our followers, as well as providing background on what we do. When tire collection events and playground projects start up again I anticipate bigger numbers.

LinkedIn:

- Our most popular posts on LinkedIn focused on recognizing Rosemary on IWD, our participation in events, and repurposed tires spotted in Costa Rica.
- We saw a significant increase in followers and engagement this month, showing that our network is interested in hearing about all that we do in the community and seeing visuals to support this.

Twitter:

- We continue to see a gradual increase in engagement on this channel. Our media outreach efforts definitely impact the reach on this channel, as the numbers are greater when we've shared a new release. Anticipate greater growth when we start in-person events.